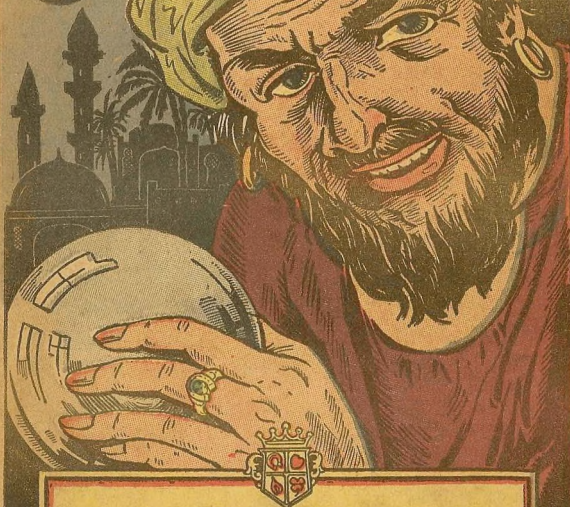


CURIO

Catalog
No 87



Send All Orders to

Copyright 1944

KING NOVELTY COMPANY

2451 S. Michigan Ave.

Chicago 16, Ill., U.S.A.

BIG BOOK of Curios, Oils, Incense, Perfumes,
Jewelry, Herbs, Roots, Powders



ALL PURPOSE BLACK CAT *Brand* CANDLES

CANDLES

have been used in Mysterious Voo-Do Practices for various purposes. One Book mentions the **NEW ORLEANS SPELL**, which was worked by **Four Nickels** arranged in the form of a Cross with a **Candle** at the Head and Foot. It also mentions that **CANDLES** are regarded as a **Protection AGAINST SPELLS**. Another Author tells us **CANDLES** have been used, such as: **GREEN CANDLES** to break up Love Affairs; **RED or PINK CANDLES** to make a Man Come Home; **RED** for Victory; **BLUE CANDLES** for Love; **YELLOW** for Money; **WHITE** for peace and to Uncross; **BLACK CANDLES** for Invoking Spirits. We make no claims that these **BLACK CAT** candles should be **Burned for LUCK or LOVE** or for any supposed Supernatural Powers and do not sell for this purpose.

ORDER COLORS YOU WANT.

**RED—YELLOW—GREEN—BLUE—BLACK
—ORANGE—WHITE—PINK.**

DOZEN
IN BOX

No. A-311-B

\$1.00

FOR
12 CANDLES

3 Boxes
\$2.75
6 Boxes
\$5.00



HOW TO ORDER Just write Catalog Number, How Many, and Price. No Need to write of money with order. The company pays postage when you send full amount of money with order. If you want your order C.O.D. you pay Postman Amount of order plus few cents postage when he delivers your package. On C.O.D. orders for over \$3.00 send 50c deposit. Write your name and address plainly.

FREE DREAM BOOK

OF ANY EXTRA COST

WITH

\$1.00 ORDER
from this CATALOG



CONTENTS OF THIS BOOK

Dreams and their interpretations • Number Combinations that Apply to Dreams, Gigs, Saddles, and Horses • Beauty Hints and Secrets • Household Hints • How to Get and Hold your Job • Grey Hair Treatment • How to Get and Hold your Loved one • Sweet Georgia Brown Beauty Hints and Secrets • Care of the Skin • Care of the Hair.

These Dreams are taken from mythology and there is no factual evidence that the dreams are founded on truth or that the Numbers in this book are lucky or have any value.

This Wonderful Dream Book sent FREE of extra cost to all customers who clip COUPON below and send COUPON with their orders.

HURRY ORDER TODAY
TAKE ADVANTAGE
OF THIS LIBERAL OFFER

MAIL
COUPON
WITH
YOUR
ORDER
NOW

CUT OUT ON DOTTED LINE AND MAIL WITH YOUR ORDER

MAIL WITH \$1.00 ORDER MAIL WITH \$2.00 ORDER MAIL WITH \$3.00 ORDER



THIS
COUPON
GOOD
FOR
1
DREAM
BOOK



THIS
COUPON
GOOD
FOR 1
DREAM
BOOK
AND
1 50c

VIAL OF JICKEY OIL



THIS
COUPON
GOOD
FOR 1
DREAM
BOOK
AND
\$1.00
CAN

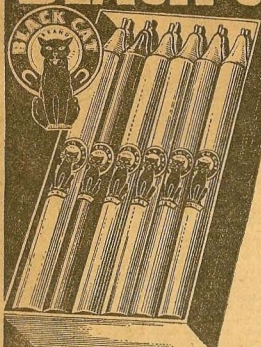
LUCKY CAT INCENSE

WHEN SENT WITH
\$1.00 ORDER

WHEN SENT WITH
\$2.00 ORDER

WHEN SENT WITH
\$3.00 ORDER

BLACK CAT Candles



CANDLES have been used in Mysterious Voo-Doo Practices for various purposes. One Book mentions the **NEW ORLEANS SPELL**, which was worked by **Four Nickels** arranged in the form of a Cross with a **Candle** at the Head and Foot. It also mentions that **CANDLES** are regarded as a **Protection AGAINST SPELLS**. Another Author tells us **CANDLES** have been used, such as: **GREEN CANDLES** to break up Love Affairs; **RED or PINK CANDLES** to make a Man Come Home; **RED** for Victory; **BLUE CANDLES** for Love; **YELLOW** for Money; **WHITE** for peace and to Uneroes; **BLACK CANDLES** for Invoking Spirits. We make no claims that these **BLACK CAT** candles should be **Burned for LUCK or LOVE** or for any supposed Supernatural Powers and do not sell for this purpose.

ORDER COLORS YOU WANT
RED—YELLOW—GREEN—BLUE
—BLACK—ORANGE—WHITE—
PINK

Dozen Candles in Box \$1.00
Order By No. A-311-B.
3 Boxes \$2.75 ... 6 Boxes \$5.00

SUCCESS Brand CANDLES



1 DOZ. IN BOX
COLORS TO
CHOOSE FROM

RED..... No. A-301
YELLOW... No. A-302
BLUE..... No. A-303
BLACK.... No. A-304
WHITE... No. A-305
GREEN... No. A-306

One Dozen
in Box
Price Only \$1.00

3 Doz. \$2.50;
5 Doz. \$4.00

RELIGIOUS CANDLES



Choose your own
PATRON SAINT'S picture



All Candles—
9½ Inches Long
No. A-310 —St. Anthony with Child. Ea. .35c
No. A-310A—St. Joseph with Child. Ea. .35c
No. A-310B—Our Lady of Mt. Carmel. Ea. .35c
No. A-310C—St. Theresa. Ea. .35c
No. A-310D—Sacred Heart of Jesus. Ea. .35c
No. A-310E—Our Lady of Perpetual Health. Ea. .35c

7 Day CANDLE SET



Enough Candles to Burn 7 Days and 7 Nights. These Candles have been used for various Religious Purposes. In some homes candles are constantly kept burning in Religious Devotion. Order your One Week's Supply. **Ruby Glass** for holding Candle **FREE** of extra cost.



No. A-308—Only \$1.25

1 Doz. Candles and Ruby Glass

Bayberry CANDLES



A verse that comes with each Box of Candles is as follows: **"A Bayberry Candle, Burned to the Socket, Brings**

LUCK in the House, Food to the Larder; And Gold to the Pocket."

We make no claims that **BAYBERRY CANDLES** bring you **WEALTH, LUCK, or HAPPINESS**. Sold only as Very Fine-Quality Candles. Two Green color, Sweet Smelling **BAYBERRY** Candles are packed in a Pretty Box.

No. A-314—Price for Two in Box... 35c

The MASTERBOOK of CANDLE BURNING



The author gives a list of conditions for which candles may be burned as follows: To Obtain Money; To Win Love; To conquer fear; To Break up a Love Affair; To Change one's Luck; We assume no responsibility for claims or statements made by the author and sell only as an interesting book.
No. B-717
Price..... \$1.00

Send All Orders to—**KING NOVELTY COMPANY, 2451 S. Michigan Ave., Chicago 16, Ill., U. S. A.**

New! the GREAT GO-BO NUMBER CANDLE

**AMAZING...AMUSING...ASTOUNDING
NUMBERS GUARANTEED TO COME OUT
WHEN YOU HOLD NUMBER PAPER OVER
CANDLE FLAME**

Are you interested in **NUMBERS**? For Centuries thousands of people have always been attracted by the mystery of the **NUMBERS**. Numerologists and mathematicians have written books about **NUMBERS**. What **COMBINATION** of numbers do you like best. You can have great amusement with this new **GO-BO NUMBER Candle**.

CANDLE FLAME BRINGS OUT NUMBERS

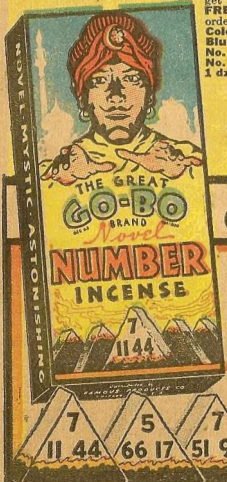
Here is something new, something that you have waited for. Just follow these easy directions. Light your **GO-BO CANDLE**. Then hold slip of paper that comes with each **CANDLE** over **CANDLE FLAME**. See for yourself—**NUMBERS** appear almost like **Magic**, like the handwriting on the wall. You should be Amazed, you should Marvel, as the **NUMBERS** make themselves visible. See this **MYSTIC** performance yourself. See your **NUMBER COME OUT**. Get great pleasure and satisfaction seeing the invisible **NUMBER COME OUT** right before your eyes. Many of our customers may buy these **GO-BO Candles** believing they are going to get **LUCKY NUMBER** but of course we make no claim to this effect or that this number is of any value, and sell only as a novelty. When you hold the mystic like paper over **Candle**, **NUMBERS** are **GUARANTEED TO COME OUT**. You get your invisible **NUMBER** with each **Candle** **FREE** of extra charge. State **COLORS** when ordering.

Colors—Red, Green, Black, White, Yellow, Blue, Orange, Pink.

No. A-316—1 Candle for Only..... 50c

No. A-316B—3 Candles for Only..... \$1.00

1 dz. NUMBER Candles, Ast'd. Colors. \$3.00



The GREAT GO-BO Novel
NUMBER INCENSE

NUMBERS COME OUT IN ASHES

The GREAT GO-BO Brand Novel **NUMBER Incense** seems to be the most **Weird** looking, the most **Mystic** looking **Incense** known to man. Just **Burn** a piece and see for yourself—**NUMBERS** appear almost like **MAGIC** in the **ASHES**. Like the **Handwriting on the Wall**. You'll be Amazed. You will Marvel. Buy a Box Now. See this **MYSTIC PERFORMANCE**. Many of our customers might buy this **Incense** believing they are going to get a **LUCKY NUMBER**, but we, of course, make no claims to this effect, and sell only as a very New, Novel **Incense**. When lighted and burned **NUMBERS** appear in the ashes, but we do not claim that these **Numbers** are of any value. Great Fun and Amusement can be derived. **NUMBERS GUARANTEED TO COME OUT IN THE ASHES.**

ORDER BY NUMBER A-201 C

Big 50c or \$1.00
Box 3 for

SEND ALL
ORDERS TO

KING NOVELTY CO.

2451 S. MICHIGAN AVE.
CHICAGO 16, ILL., U.S.A.

**MO-JO
BRAND**

ROOTS

HIGHEST QUALITY

SOUTHERN JOHN THE CONQUEROR ROOT

This Root has been known to the so-called Two-Headed Doctor as a **ROOT** for **WINNING**. One book states that it has been soaked in Whiskey to make a mixture that helps you Win. This same book tells us that **JOHN THE CONQUEROR** was used with Fig Leaves to help rent a Home. Even though it is true that **JOHN THE CONQUEROR** has been used by some people to bring **GOOD LUCK** in Love and in Money, we make no claims to this effect and sell it only as a Curio or curiosity.

Order by No. A-215 **50c**
Price per Box **50c**

**50¢
EACH**

**ANY 3 for
\$1.00**

DEVIL'S SHOE STRINGS

A certain book on Folklore gives the following belief regarding the **DEVIL'S SHOE STRING**. "Cut Root into small pieces. Put camphor or Whiskey on it. Rub on your hands—**Dress inside of** hands with it and grab your enemy by the arm when he comes for you. Carry a bit in your pocket. No snake will bite you. Use it for a **GAMBLING HAND**." We, of course, make no claims to this effect. We have only mentioned some superstitions and sell it only as a Curio.

No. A-220 **50c**
Price per Box **50c**

3 Boxes Only **\$1.00**
Or Order All 3 Roots on this page for **\$1.00**



50¢

ADAM & EVE ROOTS

TWO ROOTS One book that tells about Folk Beliefs mentions that the **ADAM AND EVE ROOT** is one of the familiar **ROOTS** in the Medicine Case. From reading this book, we believe that Roots like **ADAM AND EVE** were carried around on the person for the purpose of **Bringing GOOD LUCK**, for making **Conjure Hands**, **Driving Away EVIL** and to help people **WIN in LOVE and MONEY**. We make no claims that this **ADAM AND EVE ROOT** will bring **GOOD LUCK** or have any value as a general all around Luck Bringer. If it does, it may only be a coincidence. We sell only as a Curio or Curiosity.

Order by No. A-211 Price per Box.. **50c**
3 BOXES for \$1.00

Or Order All 3 Roots on This Page for **\$1.00**



**PAIR
50¢**

HOW TO ORDER Just write Catalog Number, How Many, and Price. No Need to write a long letter. The company pays postage when you send full amount of money with order. If you want your order **C.O.D.** you pay Postman Amount of order plus few cents postage when he delivers your package. On **C.O.D.** orders for over **\$3.00** send **50c** deposit. Write your name and address plainly.

ROOTS

HIGHEST QUALITY

**MO-JO
BRAND**

SALEP ROOT LOOKS LIKE A HAND

This **ROOT** resembles a **HUMAN HAND** and it may be for that reason it has been esteemed by some people as a **LUCK ROOT**. It may be that its **HAND** shaped appearance has the effect of making some people believe that carrying such a **ROOT** would be a great **HELPING HAND** towards **LUCK** and a **Help to Winning Success**. We make no claims to this effect and do not sell for the purpose of **Bringing Good Luck** and **Winning**, and make no claim that it's a **Helping Hand** towards **LUCK**, and sell only as a **Curio**. Can supply only while stock lasts.

Order by No. A-215

Price Each Only.....

50c

3 for \$1.00 or Order All
3 ROOTS on This Page
for \$1.00.

any 3
for \$1.00

50c



PAIR 50c

FIVE FINGER GRASS

This plant has a leaf divided in Five Segments. We believe that this **ROOT** has been used by many people for **Hoodooing**, that is, for the purpose of **DRIVING OFF EVIL** and **Bringing GOOD LUCK** in **Money Matters** and **Love Affairs**. However, we do not claim that the **FIVE FINGER GRASS** will **Drive Away Evil** or **Bring Good Luck**, and sell only as a **Curio**.

Order by No. A-217

Price per Box.....

3 Boxes Only \$1.00 or ALL 3 ROOTS
On This Page
for \$1.00

50c

50c



SAMPSON Snake ROOT

A Book on Folklore and Conjurition tells us that the **SAMPSON SNAKE Root** was chewed to **Soften Hearts** and used in any **Hand or Trick**. From this we believe it was used in **Love Affairs** to bring **GOOD LUCK**. It was also steeped in a **Tea** for **Medicinal** purposes. We make no claims that this **Root** has any **Medicinal** or **Supernatural** Value such as **Softening Hearts**, or bringing **GOOD LUCK**, and sell only as a **Curio**. Comes packed in Box labeled **MO-JO Brand**. This is the **GENUINE MO-JO Brand SAMPSON SNAKE ROOT**. Order a Box for **50c** or you can Buy any **3 ROOTS** on this Page for **Only \$1.00**.

Order by No. A-405 Price Only.....

3 Boxes for \$1.00 or All 3 Roots on This Page \$1.00

50c



50c

BARGAIN OFFER

Buy 3 Roots for Price of Two. Order All 3 Roots, \$1.50 Value, for Only \$1.00. Just state Number of Roots and write "3 for \$1.00" when you order.



HIGH JOHN the CONQUEROR ROOT

BIG SELLER To this root has been attributed more wonderful and **Lucky** properties than we have ever heard of. Certain Voodoos claim that a person carrying a piece of this **HI-JOHN the CONQUEROR ROOT** will never be without money and be extremely **Lucky** in games and successful in his undertakings. We make no representations to this effect but sell only as a Curio and we have known that many people have been very pleased with possessing a

HI-JOHN the CONQUEROR ROOT.

Price 50c or 3 Boxes for \$1.00 Order both Root and Lodestone for \$1.00 and get a vial Van Van Oil FREE of extra charge.

No. A-209

Only.....

50c

3 for \$1.00

GET BOTH
for \$1.00
and FREE
OF EXTRA COST
VAN-VAN
OIL

**GENUINE
MAGNETIC**

LODESTONE

The Ancient Romans believed that the **LODESTONE** kept husband and wife faithful and their **Love** secure.

Hoo-Doo Men made **Conjure Bags** in which they placed Lodestone, for **Hoodooing, Driving Away Evil Spirits**, or so-called **Good-Bye Enemy Tricks, Job Getting**, and general **Good Luck**. We have known many people who would not be without carrying a **LODESTONE**. We have found this especially true among folks that like to do **Gambling, Play Horses, and Number Games of Chance**, and who wish to win in **Love Affairs**. We make no claims to this effect and sell only as a Curio.

Order by No. A-208

Price Only.....

50c

3 for \$1.00—1 Dozen \$3.00



GET FREE

of extra cost **VAN-VAN OIL**. Order 1 **HIGH JOHN THE CONQUEROR ROOT** and 1 **LODESTONE** and get extra **VAN-VAN OIL**. Order By

\$1.00

No. A-208-209.

Price for ALL THREE

Special Offer

\$5.00 VALUE
for only \$2.50 PLUS 15¢ TAX

No. K-1

SAVE HALF

SAVE HALF

All packed in beautiful box which contains the following:

Lucky Mojo Incense	50c
Alleged Good Luck Perfume	50c
Van Van Oil	50c
High John the Conqueror Root	50c
Magnetic Lodestone	50c
Little John to Chew	50c
5 Finger Grass	50c
Devils Shoe String	50c
Southern John the Conqueror Root	50c
Lucky Sweetheart Sachet Powder	50c

Total Value **\$5.00**

Send coupon today and pay only **\$2.50** plus 15c tax.



Do you like Incense, Roots, Lodestones and Sachet Powder? Many people have used Incense because they believe Incense brings **Good Luck**. Lodestones have been held in high regard by certain people as a powerful amulet and Good Luck Charm probably because the magnetic influence was supposed to **Attract** Power, favors, and gifts. Some roots such as High John the Conqueror, 5 Finger Grass, Devils Shoe-String have been considered **Lucky** and to help in love and bring success. We make no claims that Incense, Roots, Perfumes, Oils or Lodestones sold here will bring Luck or have any supernatural power. We sell only as very fine Incense, Sachet Powder, Perfume, Oil and Curios. You save Money if you use Coupon below to order.

**MAIL COUPON NOW
 SAVE HALF**

MAIL COUPON

SEND NO MONEY MAIL THIS COUPON NOW

King Novelty Company
 2451 S. Michigan Ave., Chicago 16, Ill.

No. K-1

Please send in plain wrapper your special offer No. K-1 consisting of all goods described above. Regular catalog value \$5.00 **All For Only \$2.50** plus 15c tax with the **COUPON**.

- ☐ Check here if you want C.O.D. and you pay postman \$2.65 plus postage charge.
- ☐ Check here if you are enclosing \$2.65 including tax and company pays postage.

Name

Address.....Box.....R.F.D.....

City.....State.....

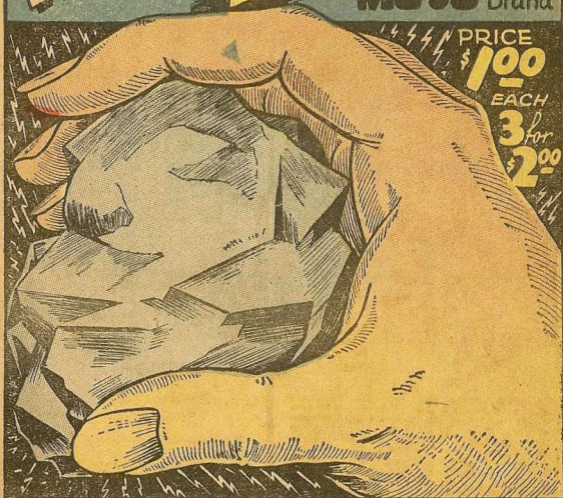
PAY POSTMAN WHEN HE DELIVERS



Magnetic **WHITE** **LODESTONE**

GENUINE
MOJO Brand

PRICE
\$1.00
EACH
3 for
\$2.00



ALIVE WITH MAGNETISM

A **LODESTONE** has been held in High Regard by the Ancient Romans, Chinese, Moham-medans, and other people, as a **Powerful Amulet** and **GOOD LUCK** Charm; probably because the **Magnetic Influence** of this Stone was supposed to **ATTRACT** Power, Favors, and Gifts. It is said that the Ancient Romans believed that Lodestone kept Hus-band and Wife faithful, and made their Love secure. We make no claims to this effect- or that the **LODESTONE** is **LUCKY**. We have taken the **Genuine Lodestone**, espe- cially prepared it, and called it **WHITE LODESTONE**. Two pieces of Specially Prepared **WHITE LODESTONE** for \$1.00.

Order by No. A-208B

Price Each

3 for \$2.00

\$1.00

HOW TO ORDER Just write Catalog Number, How Many, and Price. No Need to write a long letter. The company pays postage when you send full amount of money with order. If you want your order C.O.D. you pay Postman Amount of order plus few cents postage when he delivers your package. On C.O.D. orders for over \$3.00 send 50c deposit. Write your name and address plainly.

GET this COMBINATION for \$1.10

LUCKY
MO-JO

BRAND

Alleged
GOOD
LUCK
PERFUME



LUCKY
MO-JO

BRAND

HIGH
QUALITY
INCENSE
POWDERS



Both men and women have used perfumes seeking to Bring **GOOD LUCK** in Love and Attract Attention and Gain Favors from the opposite sex. However, we make no claims to this effect but sell only as a good perfume.

Burn **LUCKY MO-JO Incense** three times a week. The sweetness will linger for days. Many people **BURN INCENSE** to **BRING LUCK** with superstitious belief such as **BURNING INCENSE TO DRIVE AWAY EVIL AND ENEMIES, BRING MONEY AND SUCCESS.** We make no claims to this effect, and sell only as a very **STRONGLY PERFUMED Incense.**

No. A-203 Alleged Good Luck Perfume.....60c

No. A-201 Lucky MO-JO Brand Incense.....50c

No. A-201-203 Both Incense and Perfume.....\$1.10



AGENTS WANTED — Write King Novelty Co.

2451 S. MICHIGAN AVENUE

CHICAGO 16, ILL., U. S. A.

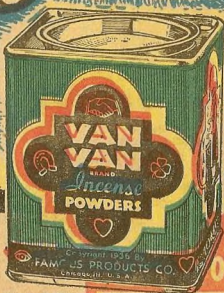
VAN VAN

**HIGHLY
PERFUMED
OIL**

**and
INCENSE
POWDERS**



60¢



50¢

VAN VAN OIL

Conjure Men, Spirit-u-als and Voodoos, it is said, have had Great Faith in a so-called VAN VAN OIL. Many thousands of folks believe in the teachings of these alleged Savants. They believe that the sprinkling of certain kinds of Oil around their Home or anointing their Body with the Oil would produce LUCK or Drive Away Evil. They also sprinkle the Oil on the door step and put it on their clothes. We make no claims that this Oil will Bring Luck or Drive Away Evil and sell only as a compound made of certain oils which we list under the brand name VAN VAN Oil and sell to our customers as a Curio.

VAN-VAN OIL

Order No. A-202A

60c

VAN VAN INCENSE

Burn this Incense Every Day. Keep your Home Smelling Sweet. This Incense gives off a Wonderful Fragrance

Van Van Incense

Order No. A-201A

50c

**COMBINATION
OFFER all 3 for \$1.29**

1 Van Van Oil.....60c
1 Van Van Incense50c
1 Hi-John the Conqueror Root...50c
Total Value \$1.60

Order by No. A-585

All For. **\$1.05**



C.O.D. ORDERS

If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Post-man amount of Order plus few cents postage when he delivers your package.

Send all orders to **KING NOVELTY CO., 2451 S. Michigan Ave., Chicago 16, Ill., U.S.A.**

LODESTONE BRAND JOHN the CONQUEROR BRAND INCENSE



LODESTONE given in every box

It is well known that incense has been burned and a LODESTONE has been carried by many People to bring Good Luck, Success and Winnings. We, however, make no such claims to this effect and sell LODESTONE Brand INCENSE only on its Merits that it is the Highest Quality INCENSE

that we know how to make. Enjoy its sweet, perfumed fragrance. Send 50c for a box NOW. Take this tip. Save Money and receive a Genuine piece of Magnetic LODESTONE FREE of extra cost. This is one of the BIGGEST BARGAINS in our Catalog. You really receive a \$1.00 Value for 50c.

A-201AC Only **50c**
3 for \$1.25

ROOT IN EVERY BOX

JOHN THE CONQUEROR ROOT packed in every box. Here is one of our newest boxes of INCENSE. A great creation is this JOHN THE CONQUEROR Brand INCENSE with a GENUINE ROOT FREE of extra charge in every box. Keep your home smelling sweet. Burn a little incense every morning and night. You should just Love the sweet smelling, long lasting, perfumed fragrance of this High Grade INCENSE POWDER. Get incense and ROOT FREE of extra cost. Order NOW.

A-201AB Only. . . . **50c**
3 for \$1.25



ROOT FREE

OF ANY EXTRA COST
IN EACH BOX
ORDER NOW

1
**LODESTONE
FREE**
OF ANY EXTRA COST
IN EACH BOX
BIG BARGAIN

**LUCKY
MO-JO
LODESTONE PERFUME**

**HIGH JOHN
the CONQUEROR
PERFUME**

PRICE
\$1.20

Lodestone in Every Bottle. Buy yourself a bottle of Lucky Mo-Jo Brand Lodestone Perfume. Surround yourself with the Sweet Thrilling fragrance of this perfume. Men and women both can use this Wonderful Perfume. Smell attractive to the opposite sex. Get LODESTONE FREE of Extra Charge with each bottle. No. A-202B Price With Tax **\$1.20**

Certain Hoo-Do Doctors have recommended the HIGH JOHN the CONQUEROR ROOT to conjure up LUCK IN MONEY MATTERS or LOVE. We make no claims that the JOHN the CONQUEROR ROOT will do this. However for those who wish it as a Curio we have placed this ROOT in every bottle of Perfume. No. A-203C **\$1.20**



**Both
for \$2.00**

C.O.D. ORDERS If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2451 S. Michigan Ave., Chicago 16, Ill., U.S.A.**

SPECIAL OFFER

No. K-2

TWO LODESTONES AND LODESTONE POWDER



GET THIS PAIR

A book that tells all about Mascots and Alleged Good Luck Charms mentions that during the middle ages the **LODESTONE** was worn in rings because it was believed to have the **POWER of Winning and Holding Love**. It was also stated in this book that in the East, the **LODESTONE** is much worn as a **Charm to Protect from Spirits of Evil**. In India, it is said to give Health and Strength to its wearer in addition to **SAFEGUARDING** him from the **EVIL EYE**.

MANY of our customers like to buy a **PAIR of MAGNETIC LODESTONES**. We make no claims that these **TWO LODESTONES** would bring **LUCK** or Drive Away Evil and sell only as a **Curio**.

SAVE MONEY—MAIL COUPON NOW

If you wish to buy this **DOUBLE LODESTONE** Curio, we will also furnish you with a box of **MO-JO Brand LODESTONE POWDER**. If you bought all 3 separately it would cost you more than **\$1.00**. You save money when you use **COUPON** below. Just fill in your name and address and **Mail Today**.

MAIL COUPON and PAY POSTMAN WHEN HE DELIVERS

KING NOVELTY CO., 2451 So. Michigan Ave., Chicago, Ill., U. S. A. Coupon No. K-2
Please send me at once this **SPECIAL OFFER No. K-2, TWO LODESTONES and MO-JO POWDER**.

- ☐ Check Here if you want C.O.D. and will pay postman \$1.00 plus postage.
- ☐ Check Here if you are enclosing \$1.00.

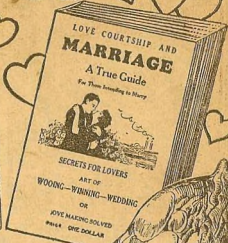
NAME..... ADDRESS.....
CITY..... STATE..... BOX..... R.F.D.....

SAVE MONEY, Send **\$1.00** with Coupon and company pays postage. If you wish to pay when package is delivered have money handy check C.O.D. on coupon and you pay postman \$1.00 plus postage charges.

Coupon No. K-2

SPECIAL OFFER NO. K-3

LOVERS' SECRETS OUTFIT



ALL 4 \$1.10



all 4 for \$1.10

How to Make LOVE

The Mystery of Love Making Explained

Most everyone wants **LOVE**. Are you missing a **Happy Life**? Can you hold the **Love** of your husband, wife or friend? Can you captivate, fascinate, **WIN** and **HOLD** the one you **Love**?

These two books tell you how to act—What to say—what to do—**How to Win a girl's or man's consent**—How to improve your beauty. A Bottle of alleged **GOOD LUCK Perfume** and one genuine **HI-JOHN the CONQUEROR ROOT** also included. We assume no responsibility for claims made by the authors of books but simply give their version. Price for **All 4** if bought separately would amount to \$1.70. Use **COUPON** below and **SAVE MONEY**. Get **ALL 4** for only \$1.10, including tax.

SEND NO MONEY PAY POSTMAN ON ARRIVAL

Coupon No. K-3

KING NOVELTY COMPANY, 2451 S. Michigan Ave., Chicago 16, Ill., U. S. A.
Dear Company:

Please send me at once in plain wrapper this **SPECIAL OFFER No. K-3 Lovers' Secrets Outfit** \$1.70 Regular Value for only \$1.10.

- ☐ Check here if you are enclosing \$1.10, and Company pays postage.
- ☐ Check here if you want package C.O.D. for \$1.10 plus postage.

Name.....Address.....

City.....State.....Box.....R.F.D.....

Save Money. Send \$1.10 with **COUPON** and company Pays Postage. If you choose to pay when package is delivered check **C.O.D.** on **Coupon** and pay Postman \$1.10 plus postage charges.

Alleged

GOOD LUCK SACHET POWDERS



**CARRY SOME IN A SMALL BAG
AROUND YOUR NECK**

Place a little in a bag and tie around neck or rub it on your body each morning. **KEEPS YOU SWEET ALL DAY.**

Surrounds you with a delightful perfume. Sprinkle in your dresser drawer to keep clothes smelling sweet. While some people may believe that these powders have brought them **GOOD LUCK** we do not make these claims but sell only as a delightful, fragrant Sachet Powder.

**ATTRACT DAY AND
NIGHT
KEEPS YOU SMELLING
SWEET AND ALLURING**

Rub Sachet Lovely Powder on your body. Give yourself a chance to **WIN IN LOVE** by keeping your person fragrantly perfumed with these wonderful, sweet smelling Sachet Powders. You'll be pleased with the delightful fragrance of these **Powders**.



**ATTRACT
ATTENTION BY
SMELLING
SWEET**

Order By No. V-300 Price .60c
Including Tax

LUCKY MO-JO 7-11 HOLY TYPE OIL BRAND

One of the many commands, which Moses received from the Lord on his return from the Land of Captivity, were those of erecting the altar of Incense and Compounding the **HOLY Oil and Perfume**. In Exodus XXX, it reads as follows: "And thou shalt make it an Oil of **HOLY** ointment, an ointment compound after the art of the apothecary; it shall be an **HOLY Anointing Oil**."

This Oil served to anoint the Tabernacle, the Ark of Testimony, the Altar of Burnt Offerings, the Altar of Incense, the Candlesticks, and all the Sacred Vessels. The Ceremony was confined to the High Priest, and was performed by pouring Oil on the head in sufficient quantity to run down on the beard and the skirts of the garments. This **Holy Type Anointing Oil** is an attempt on our part to produce a product that reproduces to the best of our knowledge the odor of the **HOLY Anointing Oil** mentioned in the Bible. We believe that we have improved on the vehicle that carries the essences so that it will be more pleasant and easier to use. It is believed by some superstitious folks that rubbing or sprinkling **OIL** on their clothes or Money will bring **LUCK** in various undertakings. However, we make no claims that this article is **Holy** or **Lucky** and have given it the name of **HOLY Type Oil** as a trade name. If you try our **LUCKY Mo-Jo 7-11 Brand HOLY Type Oil**, we hope you will be really pleased.

**KEEPS YOUR
MONEY
SMELLING
SWEET**



Order By No. A-202 Price, Including Tax60c

AGENTS WANTED — Write King Novelty Co.
2451 S. MICHIGAN AVENUE CHICAGO 16, ILL., U. S. A.

JOHN the CONQUEROR FLOOR WASH

Enjoy a Happy Home Life. **CLEAN AWAY** foul, bad odors in the house. Wash Floors, Scrub Woodwork, and clean Doorsteps. Get into corners of rooms, closets, and dark places. This Highly Perfumed **JOHN THE CONQUEROR BRAND FLOOR WASH** helps the room smell **Sweet and Pleasant**. Folks should love to visit you and should want to stay in your house often. Men like the odor of Good Perfume, too, and should be glad to stay home and enjoy it. Wash away the mess and invite Folks to stay. **JOHN THE CONQUEROR BRAND FLOOR WASH** really does the work of making a home Sweet smelling.

Order by No. A-205

Price Only **50c**



MO-JO Brand *Alleged* LUCKY CURIO BOX



Complete
CURIO BOX
for \$1.00

BOTH
for \$1.39

So-called Conjure Doctors have made what they call **WAPDS**. Drawing Luck, Getting Jobs, Winning. These so-called

HANDS often consisted of a Red Flannel Bag in which **ROOTS** and **LODESTONES** were placed. We have prepared this

MO-JO Brand CURIO BOX which contains the following: Magnetic Lodestone, High John the Conqueror Root, Two Adam and Eve Roots, One Vial Van Van Brand Oil, and Red Flannel Bag. We make no claims that these articles have any Supernatural value, as Job Getters, Luck Bringers, or for Driving Away Evil, and sell only as an interesting Curio.

Order by No. A-500

Price Only **\$1.00**

3 for \$2.00—1 Doz. for \$6.00

SAVE MONEY

Get Both 1 Bottle of **JOHN The CONQUEROR FLOOR WASH**, Value 50c and a **CURIO BOX**, **\$1.39**

value \$1.00, for **ONLY \$1.39**. Just Order Both and Send.....

Alleged **LUCKY MO-JO** Brand

Perfumed ROOM SPRAY

Perfumed CRYSTAL SPRINKLING SALTS

DRIVE OUT EVIL, BAD SMELLING ODORS—Very Easy to Use—Just sprinkle a little in the corners of rooms, closets, under chairs, behind doors, under bed, in dresser drawers, etc. The Crystals do the work from now on. Little by little the Wonderful, Glorious, Romantic Fragrance is slowly given off and evaporated into the air of room. Day in and Day out, for several weeks, the Crystals give off this Wonderful Perfume. Keep your Home Sweet smelling and Attractive to Visitors. Order yours NOW.

No. A-270
Price only..... **50c**

3 For
\$1.35

50¢
EACH

50¢
EACH



GET RID OF BAD ODORS—EASY TO USE

Do you want Folks to come to your house and stay with you? Do you wish to rent out your rooms? Do you wish to keep your Husband staying home? Many Times women folks find the men running off. Maybe the House was not kept Sweet. Don't take a chance with foul, evil smelling messes around. **ATTRACT and HOLD** your Company at home—A Sweet smelling House should help do it. Wash away **BAD Stuff** around the House. **EASY TO USE.** Just pour few drops in scrub water and **Wash Floors, Corners of Rooms, Closets, Walks, and Steps.** Spray in Toilets, on Beds, Furniture, Curtains, and Walls. Use when Washing Clothes. **Get a Bottle immediately.**

No. A-231

Price only..... **50c**

3 For \$1.35



SAVE MONEY

Buy **ALL 4 BOXES OF INCENSE** shown on this page for **ONLY \$2.00.** You save 75c. Order Each by Number and send **\$2.00 for ALL.**

SLICK BLACK

REG. U.S. PAT. OFF.

LARGE
CAN

COLORS GRAY HAIR
BLACK IN 2 MINUTES

TEMPORARILY
STRAIGHTENS
DRESSES and IMPARTS
BLACK COLOR
TO THE HAIR



FOR
MEN
AND
WOMEN



LOOK 10 TO 20 YEARS YOUNGER

Don't worry any longer about **GRAY HAIR** that makes you look old or lose out in love, Romance or a good job. All you have to do is order a box of **SLICK-BLACK**. It is a **NEW**, most amazing **DISCOVERY** that makes your hair **STRAIGHTER** looking and imparts a **JET BLACK** color to your **HAIR** at the same time. Take years off your appearance. At **Sixty**, Look **Forty**. At **Forty**, look **Twenty**. Just follow the directions on the box and impart **JET BLACK** color to Gray Hair so that you will look years younger. «Don't be without **SLICK-BLACK** another minute. Mail 60¢ for your **SLICK-BLACK** or send \$1.20 for Two Boxes. Send cash, stamps or post office money order. We do not send one box C.O.D. Get **SLICK-BLACK** today! Order by No. V-91. Price, including Tax....

2 Boxes \$1.20

60¢

USE THIS CAP WITH
SLICK BLACK

ONLY
50¢



SLICK BLACK HAIR PRESSING CAP

TRAIN YOUR HAIR

The **SECRET** is out! Here's the way to keep your hair **STRAIGHTER** looking. Just apply **SLICK-BLACK** — Brush and Comb your Hair in place and put on this wonderful **SLICK-BLACK** HAIR PRESSING CAP. Have Your Hair Look **STRAIGHTER**. Use Cap while Dressing or Sleeping. While asleep your hair stays smooth and in place and pinboth should use it. Order today.

Order by No. V-100

Price only

50¢

SLICK-BLACK GREY HAIR TREATMENT



Order this combination. Keep your Hair looking Black, Slick and Straighter looking.

1 Can **SLICK-BLACK** .50
1 **SLICK-BLACK** Pressing Cap .50

Order by No. \$1.10
V91A.....

SEND ALL
ORDERS TO

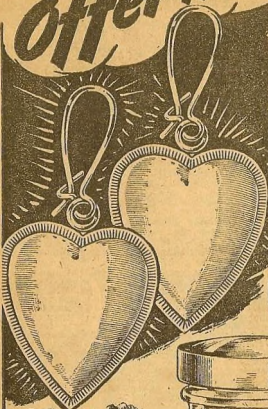
KING NOVELTY CO.

2451 S. MICHIGAN AVE.
CHICAGO 16, ILL., U.S.A.

Special Offer No. K-4

FOLLOW ME BOY PERFUME

EARRINGS and SACHET POWDER *Outfit*



*This
BOOK
Included*



Look at these pretty **Follow Me Boy** Earrings, **Follow Me Boy** Perfume, **Follow Me Boy** Sachet Powder, and **Love, Courtship and Marriage Book**. **Do you want to attract your lover? Do you want to keep your husband and sweetheart near you?** Keep yourself well perfumed with this wonderful perfume and Sachet Powder and read this book entitled "Love Courtship and Marriage" and wear the pretty earrings. We make no claims that these goods are guaranteed to draw your lover to you but we feel sure the **Perfume** and Sachet powder will make you smell much sweeter and the **Earrings** should look very attractive dangling from your ears. The book is very interesting to read. Price for all these goods only **\$2.30** including tax. **Send Coupon Today.**

SEND NO MONEY MAIL THIS COUPON NOW

King Novelty Co., 2451 S. Michigan Ave., Chicago 16, Ill.

Please send in plain wrapper this **Special Offer No. K-4** consisting of: **Follow Me Boy Perfume** **Follow Me Boy Sachet Powder**, **Heart Shaped Earrings**, and **Book**.

- ☐ Check here if you are enclosing **\$2.30**, and **Company pays postage**.
- ☐ Check here if you want package **C.O.D.** and pay postman **\$2.30** plus postage on arrival.

Name
 Address Box R.F.D.
 City State

PAY POSTMAN ON ARRIVAL

MADAM JONES Beauty Helps

MADAM JONES



FACE POWDER

Glorified Appearance of Your Skin

Madam Jones Face Powder is a thrilling delight. It's positively amazing how it takes on your skin and makes your complexion appear softer.

Smoother and Brighter.

MADE FOR YOUR TYPE OF SKIN

While suited to all types of complexions, Madam Jones Face Powder is particularly well suited for tan and dark types of beauty. Downy-soft and will not easily blow off. So begin now to enjoy the Velvety Soft, Smooth, Brighter appearance that Men Admire. Order a box of Madam Jones Face Powder today

FLESH • HIGH TAN • NUT BROWN • BRUNETTE • DARK PINK • DARK BROWN

No. E-704
Price Each **60c**
3 For \$1.20

MADAM JONES HOT OIL TREATMENT

Two faults that cause bad looking **HAIR** are dryness and breaking-off ends. The first thing to do to correct this condition is to apply Madam Jones Hot Oil Treatment to your **HAIR**. You will be **POSITIVELY** surprised to see the big difference these treatments will make in the appearance of your **HAIR**.

FOR MEN AND WOMEN

Bad-looking, dry, brittle unruly Hair may often be the cause of losing out in Love, Romance and Popularity. So take a tip! Enjoy the thrill of new Hair Beauty by giving your Hair this Hot Oil Treatment regularly in the privacy of your own home and cut beauty shop and barber expense.



Order No. E-701
Price with Tax **\$1.25**
3 For \$2.40

MADAM JONES VANISHING CREAM

TAKE THIS BEAUTY TIP! It's so easy to have a soft, smooth feeling **SKIN** if you know how—and here's where you learn. Just get yourself a jar of this wonderful Madam Jones Vanishing Cream. Rub gently on your skin. Help keep your skin appearance sweet and lovely to behold. Helps give your complexion the smoothness of satin.



Order by No. E-702. Price incl. Tax.... **60c**
3 Jars For Only \$1.20

MADAM JONES LEMON FRAGRANCE CLEANSING CREAM



Your Skin Must Be Clean To Be Beautiful

You can't have lovely skin if you let it go dirty underneath. Clean your skin every morning and night. This wonderful Cream helps

Lemon Fragrance Cleansing drive dust and dirt out of pores.
Order by No. E-703. Price incl. tax.... **60c**
3 Jars For Only \$1.20



Jones **BODY SWEET** Deodorant. Checks Perspiration and BODY Odor.
No. E-707
Price With Tax.... **60c**

MADAM JONES BODY SWEET PRESSING OIL

Men and women who are particular about their personal appearance never take chances of losing out on account of **BODY ODOR**. Take this advice and get a jar of Madam

Press your **HAIR** temporarily **STRAIGHT-ER**. Use Madam Jones Pressing Oil and **IRON** your **HAIR** Smooth and Beautiful. Order yours today!



Order by No. E-708
Price With Tax.... **60c**
3 For \$1.20

Send All Orders to — **KING NOVELTY CO.**, 2451 S. Michigan Ave., Chicago 16, Ill., U. S. A.

MADAM HAIR

JONES GLORY

DO YOU CRAVE SILKY, BEAUTIFUL HAIR—
and who does not?—lose no time in keeping your hair in **Good Condition.**

Madam Jones HAIR GLORY helps to Soften and Smooth during application. Short, Harsh, Stubby, Stiff and Kinky Hair. Adds new lively appearance and gloss to faded, dead looking hair. Before you know it you should be able to dress your hair in attractive fashion which should improve your appearance and win the admiration of your friends and loved ones. Remember, your hair is your crowning glory. So make yourself happy looking by sporting beautiful looking hair.

JUST LOOK AT THAT HAIR



FREE OF EXTRA SPECIAL COST TREATING OIL

With every package of Madam Jones Hair Glory
FREE OF EXTRA COST.

Order by No. V-173

Price Including Tax Only.....

1.20

3 for \$2.40



MADAM JONES FACE TREATMENT

Enjoy Lighter Looking Skin

Help your Skin to New Beauty. **Madam Jones Bleach Ointment** tends to Lighten and Bleach **TOO DARK** Muddy Skin. Many Men just love to see a woman with **Beautiful**

Clear Light Skin. Why not help yourself to **New Happiness** with a **Prettier Looking Complexion?** Apply **Madam Jones' Bleach Cream** to your skin for a few nights and watch for results. Guaranteed to satisfy in 7 days or Money back. **You cannot lose!** Special inducement to each customer who orders now. One bar of **Madam Jones' White Wonder Beauty Soap** given to you without extra charge. Mail your order **NOW** and get **Extra Soap** with **Madam Jones' Bleach Ointment.**

CAUTION: Use only according to directions on jar.

No. V-174—Ointment and Soap—Both Only **60c**
Three for Only **\$1.75**

SPECIAL OFFER—SAVE \$2.95 Buy 2 Madam Jones Hair Glory \$2.40; 1 Madam Jones Bleach Cream 60c; 1 large Bottle Madam Jones Treating Oil \$1.20; Total Value for all \$4.20. White Wonder Soap Free of Extra Charge. **Order by No. C148. Price for all including tax only.....\$2.95**



HIGHEST QUALITY

PERF

famous PERF



KEEPS YOU SMELLING SWEET WHEN YOUR LOVER IS NEAR....



VERY S
100% PERF

Here's a new way to Famous PERFUME OIL as STRONG as ordinary are real PERFUME OIL. They are Concentrated and have never luted with alcohol. That's why is all you need. These OILS are \$ and Longer Lasting than any or yourself smelling Sweet and Lovely. Oils on COUPON Below. Men and them. Order your OILS Now. Give Price, 60c each, including Tax.

SAVE MONEY



FULL STRENGTH



OIL OF LOVE PERFUME

A new tantalizing fragrance that's got what it takes to help you become more Alluring to the one you love. The strong, loud odor surrounds you like a veil of mystic beauty and fills the air with a passionate allure that helps incite Love and Romance. So don't pass up this wonderful opportunity to enjoy the Thrills and Happiness of deep Love. Order a bottle today and see how irresistible you appear to become to the one you love.
No. V-269
Price with Tax.....\$1.20



SWEET LASTING

LUCKY SWEETHEART

The girl who attracts the man she loves and keeps him close to her is a mighty Lucky Sweetheart. Sweet smelling, long-lasting LUCKY SWEETHEART PERFUME helps create just the right entrancing atmosphere to invite Romance and Love. So why take chances of losing out when it is so easy to appear more captivating to your sweetheart. Take this wise tip. Order a bottle of LUCKY SWEETHEART PERFUME and help yourself to be regarded as a Lucky Sweetheart.
No. V-258
Price with Tax.....60c



LO
RO

LOVIN' MAMA PERFUME

It is said the way to win your man and hold him is to be a Lovin' Mama. Men are attracted more quickly to women who smell sweet and bewitching. LOVIN' MAMA PERFUME is an exotic Spanish type Perfume that lingers about you like a fascinating dream. That's why it is so popular with girls and women who want to draw their loved ones to them. So don't wait any longer. Order a bottle NOW and help yourself in Love and Romance.
No. V-225
Price with Tax.....60c

UMES SWEET SMELLING TIME OILS

LONG
LASTING
Fragrance

Each 60c
3 for \$1.20

STRONG PERFUME OIL

use Perfume. These
LS are 8 to 16 times
perfume because they
ey are **Full Strength**,
been weakened or di-
just a very tiny drop
STRONGER, Sweeter
nary perfume. Keep
Order these **Perfume**
women both can use
Odor when Ordering.

CHOOSE YOUR FAVORITE SCENT

PRICE INCLUDES TAX

JICKEY 1 dram 60c
NARCISSUS ... 1 dram 60c
LAVENDER .. 1 dram 60c
WHITE ROSE 1 dram 60c
LILAC 1 dram 60c
LILY of the
VALLEY 1 dram 60c
ORANGE
BLOSSOM .. 1 dram 60c

VIOLET 1 dram 60c
TRUE LOVE... 1 dram 60c
KISS ME
AGAIN 1 dram 60c
HONEY
SUCKLE ... 1 dram 60c
LUCKY SEVEN 1 dram 60c
SWEET PEA 1 dram 60c
JASMIN 1 dram 60c

Order 3 Different Oils
and Get 3 for Price of 2

OILS—60c Each—3 for \$1.20

LOVELY
ROMANTIC



LOVE ME TONIGHT

Do you crave to have your husband or sweetheart be more attentive and affectionate? Do you desire to be loved and caressed in an atmosphere of Love and Romance? Then give yourself and your loved one a real treat by getting a bottle of **LOVE ME TONIGHT PERFUME**. This strong, entrancing perfume seems to cast a spell of loving charm about you that often helps you to be more desired by your lover.
No. V-259
Price with Tax..... \$1.20

EXCITING
THRILLING



KISS ME NOW PERFUME

Here is a new intoxicating fragrance that should make you seem more teasing and tantalizing to your loved one. **KISS ME NOW PERFUME** seems to surround you with an air of enchanting mystery that your sweetheart should find hard to resist. So order a bottle of **KISS ME NOW PERFUME** today. Put a few drops on your clothes or person and see the difference it makes when you are in the arms of the one you love. So don't delay! Order yours.
No. V-260
Price with Tax..... 60c

LONG
LASTING



JICKEY PERFUME

We regard this high-grade, strong, sweet-smelling aroma as the aristocrat of perfumes. **VALMOR JICKEY PERFUME** is a big favorite among society people and particular folks. So why waste money on cheap perfumes that do not last, when you can get this strong, loud, long-lasting fragrance that should surround you with heavenly sweetness. Order a bottle today. Use it before going out.
No. V-200
Price with Tax..... \$1.20

SWEET GEORGIA BROWN

SWEET GEORGIA BROWN

**Wonderful
FACE POWDER**

HAVE BRIGHT LOOKING SKIN

The best way to Brighten the appearance of your Skin is to use **Sweet Georgia Brown FACE POWDER**. It works almost like magic and makes skin appear **Brighter**. **BRIGHTEN** takes the appearance of your **SKIN**. This **Powder** takes to Your Skin and makes your Complexion appear softer, smoother and **BRIGHTER** looking. Very highly perfumed. Women and girls of the tan and dark types of beauty should insist on **SWEET GEORGIA BROWN Face Powder** because it is made to beautify their complexion. Give Shade when you order.

No. V-40
Price with
Tax

60c



**BEAUTY GUIDE —
CHOOSE YOUR
SHADE**

Aristocratic Brown

High-Tan

Nut Brown

Dark Brown

Sun Tan

Flesh Brunette

Sweet Georgia Brown VANISHING CREAM

ALWAYS USE BEFORE POWDERING

VANISHING CREAM acts as a foundation for face powder to cling to. Face Powder will stick better and not blow off easily. Your Skin takes on a Softer, **BRIGHTER** appearance. Put a little **SWEET GEORGIA BROWN Wonderful Vanishing Cream** on your Face, Neck, Arms and Hands. It disappears on the skin. This Cream is Not Oily or Greasy and is wonderful to use to make the complexion look **BRIGHTER**. Help your **BEAUTY**. Order **SWEET GEORGIA BROWN Vanishing Cream NOW**. Buy it together with Face Powder.

Order By No. V-1

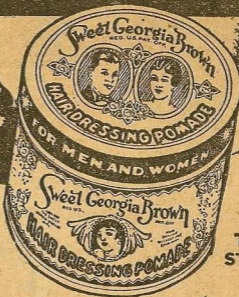
Price with Tax.....60c



**Order Both and Use Powder and Cream together to Get Best Results. Price
for BOTH Including Tax \$1.20**

**SWEET GEORGIA
BROWN**

HAIR DRESSING



**FOR MEN
AND WOMEN
Keep your Hair
Looking Good**

**Temporarily
STRAIGHTENS
HAIR
LARGE
BEAUTIFUL
CAN**

New Hair Beauty Now Attracts. Use SWEET GEORGIA BROWN Hair Dressing. Rough, coarse, unruly Hair needs to be treated and dressed in place. Just put on SWEET GEORGIA BROWN Hair Dressing, then comb and brush the Hair in place. Temporarily Straighten wild Hair and make it look more Attractive. Beautiful Well Dressed Hair helps win in Love and Business. Use only SWEET GEORGIA BROWN. You pay 60c, but it is worth it because it does the work. Do not accept cheaper substitutes. Men use it with Brush and Comb. Ladies can use with or without Hot Comb. Directions on can.

No. V-70
Price
Incl. Tax **60c**
3 for \$1.65

**Sweet Georgia
Brown**

HAIR TREATMENT OUTFIT



**SWEET
GEORGIA
BROWN
SPECIAL
OFFER
SAVE 50c**

- 2 Sweet Georgia Brown Hair Dressing Pomade \$.
- 1 Sweet Georgia Brown Hair Treating Oil60
- 1 Sweet Georgia Brown Pressing Oil42
- 1 Sweet Georgia Brown Hair Helping Soap25

**Total Price Incl. tax. \$1.87
You pay only \$1.37**

**FREE of Extra Charges
Sweet Georgia Brown Hair
Treatment Directions.**

**Order No. C-145
Price Including \$1.37
Tax**

AGENTS WANTED !

MAKE *Big* MONEY SELLING

Here's Your Big Chance To Make Quick Money—
BE AGENT for Sweet Georgia Brown Hair
Dressing, Bleach Cream, 300 Products. It's Easy!

FREE !

OF EXTRA COST
ACCORDING TO PLAN



Don't wait another minute. Earnings up to \$12 a day or \$75 a week possible. **Be our Agent** and make **Quick Money** in Full or Spare Time. Sell people our famous line of **SWEET GEORGIA BROWN** Pressing Oil, Hair Dressing, Hair Glower, Face Powder, Bleach Cream, Vanishing Cream, Body Sweet, Incense, Jewelry, Perfumes, Soaps and Food Products. **TWO BIG LINES**—50c and 25c goods. Sells on sight. Men and women of all ages wanted. **NO EXPERIENCE NEEDED.**

SEND NO MONEY! GET FREE SAMPLE

Just fill in coupon below and mail it today for **FREE SAMPLE** of Sweet Georgia Brown, **FREE** Beautiful Big Catalog of Beauty Products, and Special Sample Case Offer to **AGENTS**. Don't wait. Mail the **COUPON NOW!**

VALMOR PRODUCTS CO., Dept. E-101
2451 S. Michigan Ave., Chicago 16, Illinois

MAIL THIS BIG MONEY OPPORTUNITY COUPON NOW!

VALMOR PRODUCTS COMPANY Dept. E-10
2451 S. Michigan Ave., Chicago 16, Illinois

Dear Company: Yes, I want to be your Valmor and Sweet Georgia Brown Dealer and make Big Money Quick and Easy. Please send me **FREE SAMPLE**, **FREE CATALOG** and Special Offer to Agents, right away.

NAME

ADDRESS.....BOX.....R. F. D.....

TOWN.....STATE.....

BEAUTY TREATMENT

Sweet Georgia Brown SKIN BLEACH CREAM

HAVE LIGHTER LOOKING SKIN

Is a **TOO DARK** looking **SKIN** making you feel sad and worried? Are you being neglected by those who Love you because of your complexion? Use **SWEET GEORGIA BROWN Skin Bleach Cream** to help Your Skin Look Prettier and more Attractive. Order a Jar **NOW**.

BEAUTIFUL JAR
No. V-3

Price with Tax **60c**

**LOOK AT
HER PRETTY
LOOKING
SKIN**



HAVE THE SKIN MEN LOVE

Many Men are **AT-TRACTED** to **LIGHT-ER LOOKING SKIN** like Needles to a Horse-shoe Magnet. Help your skin to look prettier. Order a jar of **Sweet Georgia Brown Skin Bleach Cream** today. Just put it on and go to sleep. **CAUTION:** Use only according to di-rections on jar.

Sweet Georgia Brown LEMON CLEANSING CREAM

KNOW THE JOY OF A LIGHTER APPEARING COMPLEXION

YOUR SKIN should be cleaned with **Lemon Cleansing Cream**. Clean your Skin every morning and evening. Keep your Skin appearing **CLEAN** and **BRIGHT**.

Day and Night Treatment

MORNING—Apply Cream after washing face. Re-move with soft cloth. Next put on **Sweet Georgia Brown Vanishing Cream** and **Face Powder**.

NIGHT—Do not wash face. Put on Cream and wipe away. Off comes **Dirt** and **Dust**. Apply again and allow to **Stay on All Night**.

FANCY JAR—No. V-2

PRICE WITH TAX..... ONLY 60c



Order Both Sweet Georgia Brown Creams Now. Use according to directions on jar.
Order **Lemon Cleansing** and **Skin Bleach Cream**. Send \$1.20 including tax for both. We pay postage if you send money. On **COD** orders you pay \$1.20 plus postage.

Essence of

BEND OVER



Here is a strange name, but evidently this **ESSENCE of BEND-OVER** has been well known, because it mentions in a Book that tells about the paraphernalia of Conjure that **ESSENCE of BEND-OVER** has been **USED TO RULE AND HAVE YOUR WAY.** From this we assume that people who are anxious of having their own wishes or desires brought about have used **ESSENCE of BEND-OVER.** We do not sell for this purpose and make no claims that it will bring about any Supernatural occurrences. If you desire **ESSENCE of BEND-OVER** as a Curio, you may use it to keep your Home smelling Sweet and Pleasant, **Sprinkle on Your Clothes or Money, Rub on Your Body, Arms, Neck, Chest or Behind Ears** to keep a delightfully fragrant, Enticing aroma about your person. Also sprinkle in your Bath. Put a few drops on your Pillow before going to sleep at night. Order yours Today by the name and number.

ESSENCE OF BEND-OVER

No. A-412
Price with
Tax..... **\$1.20**

**ALL 3
ON THIS
PAGE
\$2.40**

3 Bottles for \$2.40 or
All 3 on this page \$2.40

FAST SCRUBBING

Essence

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in scrub water

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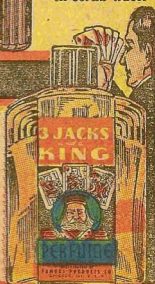
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WITH
EACH
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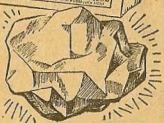
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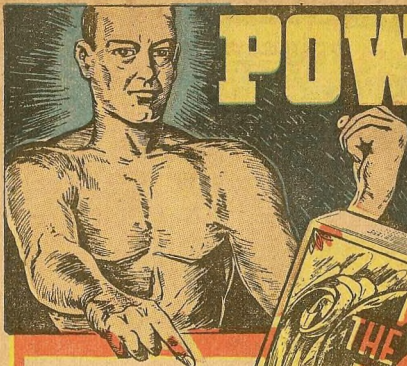
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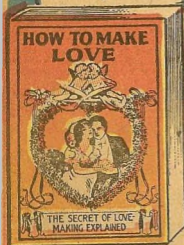
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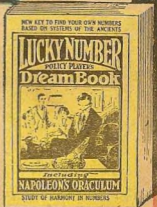
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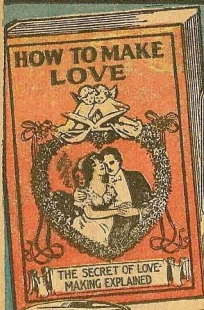
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A strong-sweet-smelling Incense that fills the air with an intoxicating-like fragrance. Favored by many who desire to surround themselves with a romantic atmosphere and appear more attractive to the opposite sex. Order a box today and try it the next time you entertain at home. We believe you will be delighted with its lovely fragrance.

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LUCKY STAR

The **GREAT DIVINE**

LUCKY HIT



Many people feel they were born under a **Lucky Star**. They like to burn this highly perfumed incense as they sit in the window and meditate about the Stars and what fate has in store for them.

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The Great Divine Brand Incense Powder is often used by many folks just before retiring, as they believe they will have dreams of Good Fortune, Luck in Love and Money matters, etc., which may prove revealing to them. We make no claims that the Great Divine Brand Incense Powder will produce any supernatural effect or be of any value, but offer it as a fine grade of Incense that possesses a strong aromatic odor.

Order by
No. A-201AF
Price only..... **50c**
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We think you'll be mighty pleased with the strange powerful aroma of Lucky Hit Brand Incense. We don't believe you've ever smelled anything quite like it. Try it and be surprised.

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Alleged ROOT DOCTOR'S HAND

All for \$1.00

\$1.00 BUYS ALL THIS



first wrapped in Black Cloth folded always toward the maker and then incased in a Red Flannel Bag. The Conjure man said it should be wet with Whiskey or Camphor at regular intervals and carried with you. It was stated such a Bag brings things to you and twine-like roots of "Devil's Shoe Strings" ties them close and folding of the cover towards you insures you GOOD LUCK in Gambling. We make no such claims for these goods or that they have any supernatural or extraordinary Power and do not sell for that purpose. We sell only as Curios. This Outfit of Curios consists of Sampson Snake Root, "Devil's Shoe String," Magnetic Lodestone, Hi-John the Conqueror Root, One Witches Dream Book, Yellow Brimstone and Red Flannel Bag. Total value if bought separately, \$3.75. Now only \$1.00.

No. A-529
ALL..... \$1.00



Alleged HOO-DOO BAG

HOO-DOO Men and CONJURE Doctors have been in the practice of making Charms, HOO-DOO bags, etc., for the purpose of ATTRACTING Good Luck and driving away Evil influences. Almost anything that came to the imagination of the Conjure Man that may symbolize Peace, Happiness or Strife, were used in the fabrication of these Charms. We have prepared as a Curio a Red Flannel, alleged HOO-DOO BAG containing Five Finger Grass, Lodestone, Myrrh, John the Conqueror Root, and in addition we give you at no extra charge, Aunt Sally's Policy Player's Dream Book, Aunt Sally's Incense and the Rabbit's Foot. We make no claims that these articles are Lucky or that they will drive away Evil but sell only as a Curio. Neither are we responsible for claims made by author of Aunt Sally's Dream Book. The Total Value if goods were purchased separately would be \$3.99; you can get All for Only \$1.49. Send no money. Mail your Order, pay Postman \$1.49 plus a few cents postage.

Order No. A-533.

\$1.49

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BECAUSE HE CAN'T
RESIST THE SWEET
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